Course Description

MAR4327 | Search Engine Optimization (SEO) and Search Engine Marketing (SEM) | 3.00 credits

In this course students will learn how to optimize websites for search engines and search engine ranking. Students will learn how to use social media to complement and enhance traditional SEO strategies. Students will apply their knowledge of search and search optimization tools and technics using leading industry certification. Prerequisite: MAR 3803.

Course Competencies

Competency 1: The student will discuss the principles of search engine algorithms and how they impact search results by:

1. Discussing the principles of search engine algorithms and how they impact search results
2. Developing and implementing effective keyword research strategies for optimization and marketing
3. Utilizing on-page and off-page optimization techniques to improve search rankings
4. Implementing local SEO strategies to enhance the visibility of a business in local search results
5. Developing and executing effective link building strategies to increase website authority and improve search rankings
6. Demonstrate working knowledge of website title tags

Competency 2: The student will be able to illustrate the applications of social media to improve SEO by:

1. Explaining the use of social media platforms for marketing and importance of social media strategy for SEO
2. Discussing the role of content marketing in search engine optimization and how to optimize content for greater distribution
3. Evaluating the role of social media in search engine optimization and how to leverage social media platforms to drive traffic and improve search rankings

Competency 3: The student will be able to measure SEO performance by:

1. Measuring SEO performance using key performance indicators (KPIs) such as keyword ranking, organic traffic, conversion rate, cost per click (CPC), return on investment (ROI)
2. Align with marketing strategy to improve website visibility
3. Apply relevant knowledge on XYZ in a leading industry certification resulting in successful completion of the certification

Competency 4: The student will practice the legal and ethical considerations of search engine optimization and digital marketing by:

1. Practicing the legal and ethical considerations of search engine optimization and digital marketing
2. Identifying and examining new technological trends in SEO

Learning Outcomes:

- Communicate effectively using listening, speaking, reading, and writing skills
- Use quantitative analytical skills to evaluate and process numerical data
- Solve problems using critical and creative thinking and scientific reasoning
- Formulate strategies to locate, evaluate, and apply information
- Demonstrate knowledge of ethical thinking and its application to issues in society
- Use computer and emerging technologies effectively